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For Immediate Release

NEWS RELEASE

Delaware Firm Selected to Produce 2009-2011 State Travel Guide *DTO Partners with Wilmington-based Trellist, Inc.*

DOVER, Del. (October 15, 2008) – The Delaware Tourism Office today announced that Trellist Marketing and Technology has been awarded a contract to produce the 2009-2011 Official State Delaware Travel Guide. Trellist, a marketing and technology professional services firm located in downtown Wilmington, was selected via a Request for Proposal process. The publication will be easier for visitors to use in planning their trip, and while they're traveling in Delaware. It will contain fresh editorial and many new opportunities for advertisers. Additionally, Trellist will develop an interactive online guide to reach prospective visitors who use the Internet for their travel planning.

"The Official State Travel Guide is an important marketing tool for the state of Delaware," said Dina Reider-Hicks, director of marketing and communications. "In partnering with Trellist on this project, we will be able to take advantage of the firm's design, marketing, and technical expertise, which will deliver a new strategic vision for the guide. This innovative new direction using technology really speaks to the way consumers now search for tourism destinations and business retreat locations."

The Official Travel Guide is a full-color digest designed as an inviting, upscale and user-friendly publication that positions Delaware as an appealing travel destination. A new 5 by 8-inch format, similar in size to a Zagat's or the Michelin Guide series, will also make the publication more portable for visitors on the go. The guide will offer a portable snapshot of Delaware, attractions, dining, accommodations and shopping venues. Fresh editorial content, new photography, updated directory style listings, as well as paid advertisements will also be included in the guide.

"We're honored to have been chosen by the state to produce this important publication," said David Atadan, managing partner at Trellist. "As a Delaware-based business, and with most of our employees being Delaware residents, we are excited to be part of the State's efforts to promote tourism to our state."

The guide will be distributed nationally and internationally through DTO's fulfillment center, visitor information centers, convention and visitors bureaus, industry partners and by office staff at media

and trade shows. All Delaware tourism-related businesses are invited to submit listings to the travel guide, free of charge, at www.delawareadvertising2009.com.

For more information, contact Heather Makatche at hmakatche@trellist.com (advertising sales) or Laurie Gelb at lgelb@trellist.com (other inquiries).

About Delaware Tourism Office

The Delaware Tourism Office, 99 Kings Highway in Dover, Del., part of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. For more information, visit the official Delaware Tourism Web site at www.VisitDelaware.com or call toll-free (866) 284-7483.

About Trellist Marketing and Technology

Trellist is one of the Mid-Atlantic region's leading marketing and technology firms, providing consulting, design and development services across the areas of interactive and Web technology, integrated marketing and media, eLearning, and technical staffing. Leveraging research, expertise, and industry-specific knowledge, Trellist integrates multiple disciplines and flexible processes to help businesses "solve more." Founded in 1995, Trellist is an independent company with a staff nearing 60 in its Wilmington, Del. Riverfront offices. The company operates in a matrix-based, open environment with an ever-growing base of experienced Associates and senior-level Partners.

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